

## CLAIMS

What is claimed is:

5 1) A communication apparatus for transmission of a message, disposed therein or thereupon, to recipients other than the user, comprising:

a) a substrate;

10 b) machine readable data disposed upon or within said substrate comprising commands directing a communication device to transmit said message, and additional machine readable commands and additional data disposed upon said substrate, to said recipients; and

15 c) human readable data disposed upon or within said substrate, fully disclosing at least said message in a form readily interpretable and reproducible by the unaided human.

20 2) The communication apparatus of claim 1 wherein or whereupon is situated additional human readable data that comprises directions for use of said communication apparatus.

25 3) The communication apparatus of claim 2 wherein or whereupon is situated additional human readable data that comprises full disclosure of all said machine readable data upon or within said substrate.

4) The communication apparatus of Claim 3 wherein or whereupon is situated additional human readable data comprising disclosure of international or common standards that are indicia of the mode of the functions of said machine readable data.

5 5) The communication apparatus of Claim 4 wherein said human readable data is denominated, by additional human readable data, as comprising full disclosure of all said machine readable data upon or within said substrate.

10 6) The communication apparatus of claim 1 wherein said machine readable data comprises means for reconfiguring standard point of sale credit or debit reading devices, upon input of said machine readable data, such that said devices transmit at least a portion of said machine readable data to a plurality of cardmakers, their agents or other intended recipients, all of which said recipients are persons other than the user of said communication apparatus.

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7) A communication apparatus comprising:

a) a card-like substrate;

20 b) machine readable data disposed upon or within said substrate;

c) human readable data, disposed upon or within said substrate, and fully disclosing at least said machine readable data;

25 d) software and command data means for directing electronic and mechanical devices to transmit at least a portion of said machine readable data;

e) additional human readable data disposed upon or within said substrate and comprising directions for use of said communication apparatus; and

5 f) additional human readable data disposed upon said substrate and denominating other human readable data on said substrate as a full disclosure of said machine readable data.

8) The communication apparatus of claim 7 wherein entry of said machine readable data into a plurality of devices transmits at least a portion of said machine readable data to intended recipients other than the user of said communication apparatus.

9) The communication apparatus of claim 8 wherein said substrate is card-shaped and wallet sized.

15 10) The communication apparatus of claim 9 wherein said machine readable data comprises means for reconfiguring electronic and mechanical devices to transmit data revealing the location of said telecommunication device to said recipients .

20 11) The communication apparatus of claim 10 wherein is disposed in additional human readable data the identity of a person other than the user, who is at least one intended recipient of said machine readable data to be transmitted upon use of said communication apparatus.

25 12) The communication apparatus of claim 11 wherein is not disposed an expiration date for transmission of said machine readable data nor an expression of any

agreement between the card maker and the card holder.

13) The communication apparatus of claim 10 wherein or whereupon is located a plurality of items bearing machine readable data.

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14) The communication apparatus of claim 13 wherein said communication apparatus is pierced by at least one aperture whereby said apparatus may be suspended from another object.

10 15) A method of providing a communication service for machine readable data on or in substrates, comprising the steps of:

a) creating or reconfiguring software and a database of a central computer containing data regarding individuals, institutions or legal entities;

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b) distributing said substrates to a plurality of holders or users;

c) reading of at least a portion of said machine readable data by a variety of electronic or mechanical devices;

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d) indicating to users of said devices that said machine readable data was accurately read by said devices;

25 e) directing transmission of said machine readable data and other additional data input to said central computer by a plurality of data transmission systems;

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f) reconfiguring said database, upon receipt at said central computer of said machine readable data and said additional data such that said data is combined and stored, and intended recipients, including legal entities, cardmakers or their agents, are identified;

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g) transmitting a plurality of data or software from said central computer to at least one of said intended recipients, legal entities, cardmakers or their agents;

h) recording information comprising data or software transmitted from said central computer to said intended recipients or others, and reconfiguring said database and programming;

i) displaying said plurality of data or software on a variety of electronic or mechanical devices in possession of said intended recipients, legal entities, cardmakers or their agents; and

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j) determining the appropriate response, if any, by said intended recipients, legal entities, cardmakers or their agents.

16) The method of claim 15 wherein said machine readable data includes sufficient software commands and data to actuate at least one of a plurality of reconfigurations of software and data of said central computer, such that at least a portion of said machine readable data upon or within said substrate is transmitted to entities other than the user of said substrate, said entities comprising said intended recipients, cardmakers, their agents, individuals or other legal entities.

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17) The method of claim 16 wherein said substrates display said machine readable data in human readable data.

18) The method of claim 17 wherein said machine readable data is read and  
5 transmitted by unmodified point of sale devices connected to retail data processing systems.

19) The method of claim 18 wherein said machine readable data is read and  
transmitted by a plurality of devices connected to telecommunication devices.

10 20) The method of claim 19 wherein said machine readable data is read and  
transmitted by bank card or debit card reading devices and data systems.